



November 8, 2006

TO: Transportation Authority of Marin Executive Committee

FROM: Dianne Steinhauser, Executive Director

RE: Measure A Strategy 4, Crossing Guard Program – Transit Incentive for All City Management Services Crossing Guards, Agenda Item 8

Dear Commissioners:

Executive Summary

The TAM Crossing Guard program is underway and providing trained crossing guards throughout Marin County. All City Management Services (ACMS) is managing the program under a contract with TAM. In an effort to promote transit use by the crossing guards, ACMS has requested that TAM consider adding a transit incentive to the ACMS contract. In discussions with the Executive Committee in October 2006, it was recommended that TAM staff investigate the Marin County Employee Commute Alternatives Program (ECAP) and develop a transit incentive program with ACMS similar to the County's program.

Recommendation: That TAM implement a transit incentive program pilot for the Measure A Strategy 4 crossing guards, through an amendment to the Professional Services Contract with All City Management Services, to include \$10,000 as part of the ACMS budget for subsidizing one-half the cost of the transit fare books.

The TAM Crossing Guard program is underway and providing trained crossing guards for Marin County's school children. All City Management Services (ACMS) is managing the program under a contract with TAM. ACMS is deploying 42 staff under the current contract with TAM. During the recruitment and hiring process, several of the crossing guards requested information on commute alternatives.

Marin County Transit District (MCTD) and Golden Gate Transit sell 20 ride "Marin Local Ticket Books" for \$36, a 10 percent savings over the individual ticket purchase price of \$40. Under the Marin County Employee Commute Alternatives Program (ECAP), the ticket books are available for \$18, providing a further incentive to Marin County employees to use transit. The ECAP pays the balance of the ticket book cost through a fund established by the County.

This transit subsidy would reduce the number of trips that add to the congestion on local streets, which has been a goal of Measure A's Strategy 4, the Safe Access to Schools Program. As well, the subsidy would demonstrate support for Marin County's transit system. The crossing guard transit subsidy program would be implemented as a pilot program through the end of the current

school year. The program would be operated by ACMS supervisory staff and reimbursed by TAM through the invoice process. ACMS would purchase 20 ride ticket books from local vendors for \$36. The crossing guard supervisors would provide tickets at the reduced cost of \$18 to crossing guards who agree to use transit for their work trips. As part of the invoice process, ACMS would submit an invoice to TAM for the balance of the ticket book cost. Appropriate documentation and receipts for the ticket books would be included with the invoice.

The ACMS supervisory staff would monitor the transit use of the crossing guards participating in the incentive program as part of their regular supervisory duties. A maximum of one ticket book per week would be provided for each crossing guard. Since the guards work a split shift, their commute can involve up to four rides per day.

Based on the remaining school days (approximately 130 days from December 1, 2006) and an assumed participation rate of up to 50 percent (21 crossing guards), a budget of \$10,000 would need to be added to the "other direct cost" budget element of the ACMS contract by an amendment.

At the end of the 2006-07 school year, TAM will decide whether to continue the program. Note that a Crossing Guard costs TAM approximately \$10,000 annually per guard. If the program continues into the next full school year, the full-year subsidy of approximately \$15,000 could offset TAM's ability to hire up to 2 guards.

Recommendation: That TAM implement a transit incentive program pilot with ACMS as described above, through an amendment to the Professional Services Contract with All City Management Services to include \$10,000 in other direct costs for budget for subsidizing one-half the cost of the transit fare books.